



A Public Service Sale



New Sport Coats, \$25 and \$27.50

A number of decidedly smart models just in for the out-of-doors woman and miss, fashioned of the new Novotex fabric that is so well adapted to country club wear. The skirts are very full, the Suits being modeled along lines most approved by well-dressed women. The colors are hunters' green, Oxford, rose and tan.

Prices \$25 and \$27.50

Taffeta Silk Suits, Special \$24.50

Stunning new garments in both tailored, belted and demi-tailored models, with wide, side-plaited skirts. These are in colors of navy and black, and are Suits that would sell regularly at \$35.00 and \$37.50; specially priced for Monday **\$24.50**

The Greatest Value of the Season!

Beautiful New Suits at \$14.50

The most wonderful Suit values of the season will be offered in our Garment Salon Monday. Suits that were formerly priced up to \$25 will be closed out at, each **\$14.50**

The "Meadowbrook" Blouse at \$1.98

A new Sport Blouse of pongee, in white and the natural color. An entirely new and altogether charming Waist, and very specially priced for Monday at \$1.98.

Also at \$8.75

Will be offered about 35 suits of serge and poplin—a figure that about represents their actual cost!

A Sale of Dresses at \$23.50

Formerly Priced as High as \$45

Among them many distinctive models of faille, gros de londre, taffeta, crepe metere and crepes de chine—only one of a style! These were originally priced up to \$45.00, your choice Monday, at **\$23.50** only

\$25 and \$30 Dresses at \$14.50

More of These Wonderful Dresses for Monday

Another opportunity to secure one of these remarkable dress offerings Monday! Every up-to-the-minute style and material to select from, and instead of **\$14.50** \$25 and \$30, the price is **\$14.50**

Second Floor.

A New Crepe de Chine Waist at \$2.98

Heavy crepe de chine, with the "candy" stripe and the smart two-in-one collar. Exceptional value at \$2.98. A number of other special offerings in the Waist Store Monday, including some extraordinary values at \$1.00. Second Floor.

Monday we will show a new way of appreciating the many favors of the public of Richmond and its surroundings. We will present an opportunity seldom equaled in the retailing of first-class merchandise.

The whole country, owing to the European disturbance, is passing through a period of unusual and unnatural conditions, which is felt throughout the entire business circle of America.

A good store like ours must take advantage of every position, fortunate or unfortunate, that presents our public with an advantage that only a power such as this store can furnish. That is why we are enabled to inaugurate this sale at a period of the year when goods usually sell at full prices.

The sale embraces nearly every sort of goods from the Floor Coverings to the last stage necessary for women's wear. Cottons, Silk Goods, Ready-Made Garments, Underwear, Millinery, etc., all come in for special prices. Every department will contribute to this wonderful opportunity in the saving of hundreds of dollars.

The sale will take place for a period of at least one week. Every satisfaction in the purchase of merchandise meets with our usual and highest guarantee. You can watch for new prices and new wares daily.

65c Wash Silks, 44c

Satin striped, in the shirt-making styles; 20 various effects:

\$1.50 All-Silk Crepe de Chine Shirting, at **\$1.25**

The 59c All-Silk Hand-Made Shirting, in striped effects, will be at **45c**

89c yard wide Black Satin; pure silk, at **55c**

Black Chiffon Taffeta, the lowest ever retailed has been \$1.35, yard wide, will be on sale for **\$1.00**

\$1.50 yard wide All-Silk Black Faille, at **\$1.00**

Pompadour Crepe de Chine, Dresden effects, 40 inches wide; instead of **\$1.25** \$2.00, yard **\$1.25**

Pussy Willow Crepe, in large polka spots, 40 inches wide, the best styles of the season; \$2.85 **\$1.96**

Yard wide Pompadour hand-made Habutai; instead of 85c, at **65c**

Main Floor.

Wash Fabrics

The Cotton Department will sell Mercerized Shantung Suiting, all the various beautiful colorings, at **25c**

Chiffon Voile, at **25c**

Gabardine Suiting, the newest of the season, up-to-date wash fabrics, at **50c**

12 1/2c Dress Gingham, yard **8 1/2c**

The finest Mercerized Poplin, yard **19c**

25c Fancy Ratine, Crepe, yd. **12 1/2c**

Main Floor.

French Linen, 50c yd

For suits and skirts, 45 in. wide, in all the various colors; instead of 75c.

Turkish Bath Mats; \$1.50 ones, for **\$1.00**

60-inch Mercerized Table Damask, in new designs, yard **29c**

Main Floor.

White Gabardine for 25c Yard

Double width, and usually 39c.

Imported Eponge Skirting, 54 inches wide, at **98c**

Imported White Pique Skirting, various width cords, for, **25c**

19c Mercerized Chiffon Voile, for **12 1/2c**

40-inch Seed Voile, the highest quality, at **29c**

Linen Finished Batiste, full 40 inches wide, reduced from 19c yard, for **12 1/2c**

Dimitry Checks, the 12 1/2c quality, now for **6 1/2c**

Main Floor.

Woolen Dress Fabrics for 37 1/2c Yard

Storm Serges, Diagonals, Imperial Serges and Shepherd Checks, reduced from 50c.

Silk and Wool Poplin, 42 inches wide, in black and all the new colors, **\$1.00**

Regular \$1.25 value.

French Novelty Serges, 56 inches wide, the newest \$1.98

cloths, in all the colors, yard **\$1.50**

Double Width French Serges, will be sold **49c**

for

Cream Skirting, in the various new serges, at 50c and up. Main Floor.

\$1.25 Infants' Dresses for 75c

White hand embroidered, splendid quality, samples, some two dozen only, various sorts—

Hand finished Infants' Dresses, long, on fine nainsook, embroidered, **\$1.25**

Others were up to \$2.75 value, for **\$1.00**

All samples.

Stylish Black and White Checked Coats, belted, edged with blue; instead of \$2.25, the price will be **\$1.85**

only

Ages up to 6 years.

Large lot of Children's Chambray and Gingham Dresses, in the newest styles, 33c to \$2.50. Second Floor.

Unusual Sale in Ladies' Neckwear

All the best and newest 50c Neckwear, such as lace and organdy vestees, and others, for **29c**

Embroidered Batiste Collars, the newest and best styles, all 25c ones **12 1/2c**

for

Men's Hemstitched Soft Limerick Handkerchiefs, that sell for 10c, 4 **25c**

for

Ladies' Linen Handkerchiefs, Irish embroidered; 35c value, 3 for **50c**

only

Main Floor.

Men's \$1 to \$1.15 Shirts for 75c

Every new style, in soft, with French cuff or laundered, all sizes, as long as they last **75c**

Beautiful Neckwear for men, wide flowing silk four-in-hands; 39c and 29c ones on sale for only **20c**

each

Main Floor.

These Notions for Monday

King's Spool Cotton **2c**

25c Colorite, for coloring hats, bottle **16c**

25c Children's Sunbonnets, for **10c**

Shoe Trees, at, **5c**

pair

Washable Trimming Braids, all colors, table full to be sold for, piece at **6c**

only

15c ones for **10c**

only

Several gross Playing Cards; 25c ones for **15c**

only

Lot of Dust Caps for **10c**

only

Others for **4c**

Machine Needles, paper of 2 for **3c**

only

10c Wash Rags, for **5c**

only

Armour's Toilet Soap for **4c**

only

15 pieces of the best and newest 25c Seco Silks, some satin striped, others brocaded, never sold for less than 25c the best price, white, black and light and dark colors, at **16 2/3c**

yard

Main Floor.



Dress Form

Indispensable for home as well as professional dressmakers. Eliminates the expense and worry of dressmaking and

Assures a Perfect-Fitting Garment

Style illustrated is "Acme" Dress Form No. 219, made in four parts, and is adjustable to practically all figures by wheels at top. The price is **\$4.05**.

Main Floor.

Monday, a Special HOUSEWARES Sale of Needed

Choice of \$1.25 to \$1.75 Articles for **\$1.00**

A splendid opportunity to save money on many useful Housewares. Take your choice of the following at the one price—**\$1.00**:

\$1.50 Tapestry Serving Trays, glass covered, mahogany finished frame, brass side handles, rubber feet, **\$1.00**

\$1.50 Food Choppers; will pulverize, cut fine, medium or coarse, **\$1.00**

\$1.25 Waffle Irons, high frame; fits over oil or gas range, **\$1.00**

\$1.50 Heavy Galvanized Iron Wash Boilers, wood handles, large size, **\$1.00**

\$1.25 Nickel Plated Tea Kettles, plated on heavy gauge copper, **\$1.00**

\$1.50 Medicine Cabinets, mirror door, inside shelf, white enameled, **\$1.00**

\$1.50 Fireproof Casserole, 7 inches in diameter, fancy nickel-plated frame, side handles and feet, **\$1.00**

\$1.25 Set of Aluminum Lipped Saucepans, set of 3 for **\$1.00**

\$1.50 Aluminum Round Roaster, in two parts, **\$1.00**

\$1.25 Triangle O'Cedar Mops, each **\$1.00**

\$1.50 Family Scales, weighs 24 pounds, by ounces, **\$1.00**

75c Triangle O'Cedar Mops and one \$1.00 can Cedar Oil, complete for **\$1.00**

\$1.50 Roller Skates, ball bearing; all sizes for boys and girls, pair, **\$1.00**

\$1.50 Laces, 50c yd

Handsome Imported Laces, Venice, Plauan and other makes, were priced up to \$1.50 a yard, including bands and edges.

Another lot were priced up to 75c, will be sold **25c**

for, yard

Laces and Bands that were up to 50c, will be sold **10c**

for

18-inch Shadow Laces will be sold for, yard **12 1/2c**

only

\$1.50 and \$2 Silk Shadow Allovers, yd. wide, **\$1.00**

yard

See what 5c will buy in the Lace Department Monday. Main Floor.

15c Embroideries for 9c Yard

9-inch width, in batiste, open work, pretty designs—

59c Inserted Hemstitched Ruffled Flouncing, 27 inches wide, beautiful designs, yard **39c**

Imported Mercerized Sheer Mull French-Like Embroidery, 18 inches wide, made to sell at 69c, various new and beautiful patterns, at **29c**

yard

Long Cloth, Maderia Embroidery and many other designs, sells for **15c**

only

27 and 45-inch Embroideries, sold for \$2.50 a **75c**

yard, yard

Main Floor.

Buy Ribbons

When sold at such prices. It is doubtful whether they can be bought again. No manufacturer can live and make them at such prices.

5-inch Satin Taffeta, **15c**

yard

Mill-End Ribbons, consists of satin taffetas, moire and taffeta, the usual 25c ones, sold in the Notion **12 1/2c**

Aisle, yard

High grade of Moire Ribbons, 5-inch wide, in various shades of the season, **17c**

yard

Main Floor.

25c Satine Linings, 17c

Also black lining **10c**

lawn, yard

Percaline, the 20c quality, for **15c**

yard

Pearl Buttons, **5c**

A table full for selection—

Another table full at, **3c**

dozen

Handsome White Crochet Buttons; beauties, at **10c**

card

\$1 Kid Gloves, 75c

The best \$1.00 Gloves that we have ever sold—

16-button Silk Gloves, double finger tipped; two-tone embroidery; black white and colors, at, pair **69c**

only

Main Floor.

Monday, A Clearance Sale of Imported Semi-Made Robes

Imported by us from Brussels. All the balance on hand will be closed out at

Half Price and Less

There are beautiful models of net and lace and silk. At these prices they are wonderful bargains.

Original prices were \$24.50 to \$125.00.

The Monday prices, \$10.00 to \$50.00.

There are also a number of \$12.50 Colored Net Robes to be sold at \$3.00 and \$5.00.

Several Embroidered Robes that were \$15.00 will be \$2.50.

Main Floor.

Beautiful Corset Covers, 75c, 85c and \$1 Values, 59c

Made out of fine nainsook, combination of lace and embroidery, trimmed, novel effects—

Neat Corset Covers, ribbon band through center, short sleeves; \$1.50 ones **\$1.00**

for

Imitation of the Convent Embroidered Petticoat, with a heavy embroidered scallop, elaborate floral design; usually \$2.50, now for **\$2.00**

only

Some of this lot are of lace and ribbon trimmed.

The newest this season's \$5.50 Gowns for **\$2.50**

only

A lot of \$6.50 **\$5.00**

ones for

50c Drawers for **37c**

only

Ladies' Muslin Skirts, wide embroidery ruffle, headed with insertion, ribbon drawn, splendid quality, made to sell at 88c, special sale **50c**

only

Second Floor.

\$1.50 Standard Corsets, \$1.25

They are the best Corsets at \$1.50 that we have ever known, all sizes—

DeVosse Brassieres, Warner's and B. & J., all sizes, and regularly 50c, now for **39c**

only

Several lots of Sanitary Aprons—

39c ones for **25c**

only

50c and 59c ones **38c**

for

Second Floor.

These Toilet Articles

16-oz Peroxide of Hydrogen, bottle **10c**

25c Dressing Combs, for **19c**

only